



TOWN OF BUENA VISTA
REQUEST FOR PROPOSALS
FOR PROFESSIONAL SERVICES
2015 Branding, Marketing & Wayfinding Campaign

BACKGROUND

The Buena Vista Wayfinding Committee, a sub-committee of the Buena Vista Beautification Advisory Board, was founded in the fall of 2013 in response to the Buena Vista community and local business owners expressing the desire and need for more comprehensive and clear wayfinding signage. A Downtown Colorado, Inc. (DCI) assessment of Buena Vista's downtown was completed in May 2013. The DCI report singled out wayfinding signage as a recommendation to 1) Create a cohesive, iconic wayfinding system that celebrates community and directs visitors through Downtown Buena Vista; 2) The Town's location north of Highway 285 presents the challenge of getting people to turn right and head north into town. In order to alert visitors and residents into downtown Buena Vista, more significant directional signage from Highway 285 is needed; 3) Identify travel paths and key decision points for the different travel modes visitors and residents use to help guide decision making about investments in wayfinding; and 4) Consider decision points for pedestrians, vehicles and bicycles. The Buena Vista Wayfinding Committee took these recommendations and completed a preliminary destination list, sign inventory, and temporarily updated some of the key directional and destination signs in and around town with interim signage.

The Wayfinding Committee presented a revised draft plan and phased budget plan to the Town's Board of Trustees for a full wayfinding and signage project. The Board of Trustees approved the phased plan in October 2014, with \$60,000 set aside for the implementation of the Branding, Marketing and Wayfinding Plan in 2015. The Town plans to address all phases, starting with Branding, Marketing and Wayfinding Sign Design in 2015, followed by the fabrication of signage in 2016. Additionally, the Town is in the midst of a Comprehensive Plan update and Land Use Code re-write during 2015.

OPPORTUNITY

The Town of Buena Vista is in the midst of a transformation. This once sleepy Arkansas Valley town was recently accepted into the Colorado Main Street program, the goal of which is to redevelop and revitalize Buena Vista's downtown core. Additionally, projects such as the South Main development, a splash park at Buena Vista Square in the center of East Main downtown, and other new businesses and development throughout town continue to attract businesses, visitors and new residents to our beautiful town. Currently in the planning phase of Colorado Main Street as a "Candidate," the program will revitalize the downtown districts of Buena Vista (East Main, South Main and West Main Street) within the context of historic preservation. One important aspect to revitalization is enhancing the visibility of the downtown district. This branding, marketing and wayfinding campaign will aid in the goal of increased visibility for Buena Vista; increased sales and further revitalization throughout town will follow as a result.

The Town of Buena Vista is searching for a firm to complete a strategic branding, marketing and wayfinding campaign that will help Buena Vista capitalize on attracting visitors' attention; capture the heart, soul and unique sense of place in Buena Vista; and ultimately be used to update and enhance the look and feel of the Town's wayfinding signage. The goal is to increase visitation not only during the peak summer months, but during the winter and 'shoulder seasons' of spring and autumn as well. The winning candidate will utilize measurable, successful strategies leveraging existing Buena Vista assets, as well as continue to refine and deliver on enhancing resident as well as guests' experience in Buena Vista. The candidate awarded the contract should expect to deliver a high level of service, be in attendance at related committee meetings, find non-traditional solutions to traditional challenges, and work collaboratively with the Town of Buena Vista staff, Main Street committees, a community steering

committee and other partner firms. The selected candidate will demonstrate the ability to be nimble, flexible, dedicated and results-oriented.

The Town has a four-stage approach for the branding, marketing, and wayfinding project in 2015. Please refer to the submittal requirements below for details.

REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES

The Town of Buena Vista desires to contract with a professional firm for the 2015 Branding, Marketing and Wayfinding Campaign (see Submittal Requirements for details). In accordance with the purchasing regulations outlined in the Town of Buena Vista Municipal Code, for projects more than \$5,000, the town must solicit not less than three competitive firm's proposals who have the ability to provide services requested in this RFP.

Proposals will be evaluated and ranked solely based on qualifications. The town desires to enter into a cost-fixed/lump-sum agreement for this service with the total budget for this project set at \$60,000. \$60,000 has been set aside for the budget year 2015. The 2015 phase (which has 4 stages) is to be completed by November 2, 2015. It will focus on the branding and design component, and will consist of developing a logo, associated images and design scheme and guidelines including designs for the Town's wayfinding signs, tagline and accompanying color palette as well as the promotional communications and outreach plan for the new brand that will define Buena Vista for many years to come.

Request for Proposals Schedule:

- March 12, 2015: RFP Publish Date
- March 27, 2015: Vendor Questions due
- March 31, 2015: Town response to questions sent to all vendors and posted on the Town website
- April 13, 2015 at 5:00 p.m. Mountain Standard Time: Request For Proposals Due to Buena Vista Town Hall
- April 14 – April 24, 2015: Committee Members to Review Proposals
- April 27 – May 1, 2015: Committee Members Meet to Discuss Proposals
- May 4, 2015: Interviews Conducted (If Needed)
- May 8, 2015: Notice of Intent to Award Contract
- May 12 or 26, 2015: Approval of Contract by Mayor and Board of Trustees
- Immediately After Contract Approval: Work Begins
- November 2, 2015: Project Complete

The firm/designer must meet the following minimum qualifications. Please include an explanation for each of the following in your proposal:

- The firm must have been in business for at least three (3) years.
- The firm must have proven experience with branding campaigns, including the development and execution of market research, idea gathering, logo creation and the development of marketing strategies to carry out the branding process. The firm should also be able to complete an evaluation and recommendation for a wayfinding signage plan. What is the firm's development approach for formulating a new brand (research-driven methodology which allows for meaningful results measurement?) as well as the creative approach (marriage of research and informational insights about the audience into creative messaging and relationship-building that

taps into an audience's own ideas, needs, expectations, etc. to motivate them to action that supports the town's core objectives)?

- How many years of experience does the firm have on similar projects? Please provide examples.
- Does the firm have experience working with municipal/government clients, which included working with the local community on the project? If so, please provide at least one example of the completed work for a municipal/government entity.
- Give at least one detailed example of a complete branding campaign the firm has executed which encompasses the four stages required of this project, including visual examples of logos created, etc. What were the results of this campaign?
- Who from the firm will be working on our account (by specific staff person name, job title and résumé of relevant work experience) and indicate – by percentage – the approximate amount of time each person will spend on this project? Who will be our day-to-day contact and what are his/her qualifications for managing this type of project?

SUBMITTAL REQUIREMENTS

Please submit five (5) paper copies in a sealed envelope and an electronic copy with the firm's name on the front of the envelopes. Submittals will be accepted electronically via email to the email specified below, however five (5) paper copies are required to be mailed no more than 2 days or 48 hours after the April 13 due date. The quote should be separated into each stage and included in each stage and may include proposals beyond the current budgeted amounts for unique opportunities.

Each responding firm must submit the information listed in this section in a clear and concise manner to Emily Katsimpalis (bvanalyst@buenavistaco.gov) (full contact information below). If you have questions or need clarification, please contact Emily Katsimpalis (bvanalyst@buenavistaco.gov) at 719-395-8643 ext. 21.

Submittal Requirement:

1. Formal cover letter indicating:
 - a. The firm has read this entire request for proposals (RFP) document and understands its contents.
 - b. The firm's intent to offer services related to this request.
 - c. The firm's website, social media sites and point of contact information (name, email address and phone number).
 - d. A minimum of three references from previous or current clients.
 - e. This letter must be signed by an authorized representative of the firm.
2. Detailed proposal encompassing Stages 1 to 4 and summarizing the firm's qualifications:
 - a. Explain the intended approach, execution and deliverables for each stage of this project, including a timeframe and budget for each stage.
 - b. Indicate what steps the firm believes may be missing from the branding and wayfinding process.

DELIVERABLES:

Four Stages

- A. Stage 1: Research
 - a. Explain how the firm will include the following groups in the research stage:
 - i. Board of Trustees and Mayor

- ii. Staff
 - iii. Main Street committee members
 - iv. Citizens of Buena Vista
 - v. Chamber of Commerce
 - vi. Business Owners
 - vii. Civic Organizations
 - viii. Homeowners Associations
 - ix. Faith Based Organizations
 - x. Schools
 - xi. Hotels/Motels
 - xii. Are any groups missing?
 - b. Explain how the firm will engage the groups involved using some (or all) of the below methods:
 - i. Focus groups
 - ii. Surveys
 - iii. One-on-one meetings
 - iv. "Town Hall" public meetings
 - v. Combination of all or some
 - c. Detail what information should be gathered during the research phase.
 - d. Explain how the firm will use the research to identify our unique value (to both the visitor, resident and potential resident) and what makes Buena Vista special and why people want to live here, do business here, and visit?
 - e. Explain how the firm will engage stakeholders outside of our community, such as potential visitors to our area, in order to learn their opinions and feelings for Buena Vista.
 - f. Perform an analysis of Colorado and non-Colorado communities to determine opportunities for Buena Vista branding and positioning. Describe if there is a niche visitors market that is currently not being utilized that the Town of Buena Vista could take advantage of.
- B. Stage 2: Positioning/Discovery
- a. Summarize primary and secondary research, indicating the image internal and external stakeholders have of Buena Vista, including details on what currently makes Buena Vista attractive to those that like to visit (i.e. what are their reasons for visiting).
 - b. Based on primary and secondary research, detail the competition to Buena Vista for both visitors and new residents and summarize how Buena Vista measures up to the competition.
 - c. Based on research, recommend a visitor target market as well as potential new resident target market.
 - d. Based on research, recommend potential positioning and branding statements for Buena Vista.
 - e. Based on target market, branding and positioning recommendation, recommend key messaging for Buena Vista.
 - f. Develop a plan for creating an emotional bond with all those engaged in our community.
- C. Stage 3: Establishing the Identity/Creating the Visual Identity
- a. Based on the final branding and positioning recommendation, create a logo, including color palette and universal graphic design guidelines.
 - b. Positioning statement creation.

- c. Develop a detailed promotional plan for attracting visitors (from the recommended target market) to Buena Vista.
 - i. Plan should include recommendations for the first year of printed materials, wayfinding signs, online presence, etc.
 - d. Develop a wayfinding signage plan for Buena Vista. Plan should include designs and plans for the primary, secondary and tertiary wayfinding signs, including dimensional aspects.
 - e. Recommend how Buena Vista can “live the brand” (Including brand launch, updating all printed materials, signage throughout town, etc.)
 - f. For the Town’s budgeting purposes, the firm will provide an estimation of cost for all aspects of Stage 3.
- D. Stage 4: External/Internal Marketing Communications Plan
 - a. The firm will provide recommendations and implement marketing the new brand via various strategies, including but not limited to public relations activities, promotional strategies, online/social media strategies, advertising, collateral materials, etc. For the Town’s budgeting purposes, the firm will provide an estimation of cost for the various marketing plan elements.
 - b. Tell us who we target first and then subsequently. Answer the 5 W’s – who, what, when, where, why, and then how.
 - c. Offer a plan for how internal stakeholders (staff, Board of Trustees and Mayor, committees, volunteers) will be educated about living the brand. Explain how we will establish the new brand culture and inspire these internal audiences to embrace it.
- E. Additional Information
 - a. Offer details of the support that will be required by Town of Buena Vista staff and its facilities (i.e. will town staff need to assemble focus group members and prepare the room(s) for the event; will the firm seek meeting space elsewhere, etc.).
 - b. Make clear if members of the firm have lived in, done work with, or have/had any type of relationship with the Town of Buena Vista at any time.
 - c. For the Town’s budgeting purposes, the firm will provide an estimation of cost for all aspects of the 4 Stages described above.

Selection Process:

Community members and Town staff will evaluate the proposals. Once the committee selects the most qualified firm based on an evaluation of the proposal and corresponding cost, the town will issue the notice of intent for a contract for services, and recommending such firm to the Board of Trustees and Mayor for approval. If the most qualified firm’s cost is not within or near the Town’s funding capability and negotiations fail, the Town may select to negotiate with the next most qualified firm until a contract for services is agreed upon between the town and the firm for recommendation for approval by the Board of Trustees and Mayor.

The evaluation method will include: level of professional competence; proven record of accomplishment in the area of branding, marketing and wayfinding sign design development; years of experience; experience and technical expertise of the principal personnel assigned to the project; cost; demonstration of innovation, vision and creative approach to the project; references; and prior experience in working with the Town of Buena Vista.

A 2% local preference discount off the proposal cost will be given to a local contractor.

Submission Method and Deadline:

Proposals must be received by April 13 at 5:00 p.m Mountain Standard Time, and in the following manner:

IN PERSON AT BUENA VISTA TOWN HALL ADMINISTRATION OFFICE OR BY PROFESSIONAL COURIER (USPS, UPS, FEDEX, ETC.)

AND ELECTRONIC VERSION SENT TO THE EMAIL ADDRESS BELOW (WITH PAPER COPIES TO FOLLOW AT LEAST 2 DAYS FOLLOWING, AS DESCRIBED ABOVE).

To: Emily Katsimpalis, Management Analyst

Buena Vista Town Hall

210 East Main Street

P.O. Box 2002

Buena Vista, CO 81211

bvanalyst@buenavistaco.gov

719-395-8643 ext. 21

Proposing firms will not be reimbursed for any cost associated with the preparation of their proposal for the plan. Upon submittal, all documents will become the property of the town of Buena Vista, and as such, shall be public information. Proposals and attachments will not be returned to proposing firms. The Town reserves the right to reject any or all requests for proposals, to waive technicalities or informalities, and to accept any request for proposal deemed to be in the best interest of the Town.